

Sleepwear Design Competition winner

Dominique Gatland, a designer from Lunar, has won the inaugural Crowne Plaza Sleepwear Design Competition. Made from a silky natural bamboo fibre, her top and bottom sleepwear design is seamless, lightweight, breathable and hand finished for extra comfort.

It encompassed both comfort and style and met the competition brief of ensuring success for the business traveller by ensuring a good night's rest.

"I am honoured and overjoyed at winning this prize. This was a very different design competition, as we were asked to design sleepwear for travelling businesspeople who have demanding lives and as a result sleep is very important for them. I wanted to create something which was both stylish and practical in terms of sleep," she said.

The competition was open exclusively to designers and design schools on the SA Fashion Week database and leaders in fashion, sleep and hospitality industries chose both the finalists and the winner.

The competition was an official part of the official SA Fashion Week programme and the 10 shortlisted designs were showcased at the event from 3-5 October, at Crowne Plaza Johannesburg - The Rosebank.

"We were very impressed with each designer's interpretation of the competition brief. Gatland managed to encapsulate the importance of a good night's sleep while keeping the design trendy for our style perceptive business travellers. The group prides itself on its special attention to sleep enhancement, so we are thrilled to be able to add specially designed sleepwear to our Sleep Advantage programme," said Melissa Todd, director of sales and marketing at Crowne Plaza Johannesburg - The Rosebank.

"This partnership with SA Fashion Week has been invaluable for us. We look forward to growing it in the future and being part of strengthening South Africa's fashion industry."

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